

Secondhand Smoke Community Assistance Project (SHSCAP)

Comprehensive Plan

Introduction

In January 2003, The Department of Health Tobacco Prevention and Control Program (TPC) contracted with The Health Improvement Partnership and Desautel Hege Communications to coordinate The Secondhand Smoke Community Assistance Project (SHSCAP). One deliverable for this contract was to develop a comprehensive plan to provide coordination and support services to advance the TPC's goals with regards to Secondhand Smoke (SHS). These goals are to:

1. Reduce exposure to SHS by children and adults.
2. Increase the number of regulatory and voluntary policies that reduce exposure to SHS.
3. Increase the effective enforcement of existing SHS laws through education and policy support.

To inform the development of the comprehensive plan, SHSCAP coordinated a multifaceted assessment of needs, resources, and opportunities with regards to SHS in Washington State. This research process included a variety of activities such as:

1. Collection and synthesis of state and national data and scientific information about SHS.
2. Best-practice research to identify strategies used by other states and/or organizations that have demonstrated success in working on SHS issues.
3. Activities designed to solicit input from TPC staff, state and local contractors, and other partners working on SHS to identify unmet needs and opportunities for coordination and collaboration. These activities included:
 - An informational meeting with DOH TPC staff and select statewide contractors and partners. The goal of this meeting was to learn about current activities and opportunities for coordination with training, technical assistance, media, and policy activities at the state level;
 - Participation in TPC contractor meetings in Moses Lake and Burien and attendance at the Implementation Advisory Committee to learn about current activities and needs at the local level;
 - Facilitation of two sessions at the annual TPC contractor conference to introduce the SHSCAP project and secure input from contractors regarding support needs and coordination priorities;
 - Coordination and analysis of a needs assessment survey conducted with local contractors and select statewide partners;
 - Key informant interviews with a selection of local contractors and state partners that have worked extensively on SHS issues to learn their experience and highlight opportunities for replication;
 - Review of current contractor workplans through CATALYST; and
 - Coordination of the first quarterly conference call on SHS to identify contractor needs and engage in resource sharing.

Reports for the above research activities have been submitted to the TPC program for review. These research findings guided the development of the comprehensive plan.

Review Process

The initial draft of the comprehensive plan was intentionally created to be as broad and thorough as possible to represent a full menu of opportunities to advance SHS awareness, policy, and enforcement. It represented an ideal approach to support SHS efforts in Washington State.

Feedback was secured from DOH TPC staff, state and local contractors and partners to determine the highest priority aspects of the plan that can be addressed given current resource allocations. Appendix A contains a detailed account of the review process along with rationalizations for the final recommendations included in this plan.

This document is the culmination of that process and includes the final recommendations by SHSCAP to advance SHS awareness, policy and enforcement in Washington State. SHSCAP's Statement of Work (SOW) will carry out these recommendations and will serve as the official action plan. This SOW will commence implementation beginning July 1, 2003 and be determined by available resources.

Format

The plan is divided into seven topical sections: Data and Science, Awareness and Education, Policy and Enforcement, Training and Technical Assistance, Statewide Resources, Coordination Functions, and Evaluation. Each section includes a brief definition of the section heading, an overview of research findings, and a series of recommended activities.

Due to the integrated nature of this work, many of the recommendations overlap between one section and the next. In addition, some of the suggested activities may be more appropriately implemented solely by or in collaboration with organizations other than the SHSCAP contractors (such as statewide media contractors, the Tobacco Prevention Resource Center, or other partners). As such, additional dialogue will help determine the most appropriate use of resources and manner of coordination to carry out these recommendations.

I. Data and Science

For this plan, “data and science” refer to assessment and evaluation findings and scientific information that will help inform decision making, program planning and administration, and evaluation of SHS activities at local and state levels.

Research Findings: Contractors repeatedly expressed a strong need for ready access to data that will support their SHS efforts in a variety of ways. In general, they expressed a desire for SHS data that:

- A. Is specific to Washington State (or national data customized with Washington testimonials), preferably tailored to regional and/or local audiences;
- B. Clearly and concisely “makes the case” for why SHS policies and prevention activities are important from a health and quality-of-life perspective and are cost-neutral or cost-beneficial to businesses;
- C. Provides a benchmark for measuring future progress; and
- D. Speaks to a variety of audiences and needs (e.g., can sway the general population, policy makers, businesses, etc.).

Recommendations: A wealth of SHS data and scientific findings are already available at local, state, and national levels through partners such as the DOH TPC Assessment and Evaluation Team, Local Health Jurisdictions, and national organizations such as Americans for Nonsmokers Rights and CDC. As such, the SHSCAP project recommends capitalizing on these existing resources by ensuring they are user-friendly and readily accessible. In addition, we suggest coordinating with others to secure new data that will fill observed gaps. Finally, we recommend several strategies for improving access to and understanding of SHS-related science. To address these recommendations, SHSCAP suggests conducting the following data-related activities:

- A. Work with DOH assessment and evaluation staff to ensure *existing data* regarding SHS is in a meaningful format and readily available to contractors.
 - 1. Review contractor/partner requests with DOH and discuss what data resources are currently available to meet these needs.
 - 2. Determine what steps need to be taken to ensure data is available in formats and locations that will meet contractor and partner needs. From that discussion, determine the following with DOH staff:
 - a. Highest priority data dissemination topics.
 - b. Who will be responsible for formatting new documents if necessary (e.g., DOH staff, SHSCAP staff, etc.).
 - 3. Publicize availability of above-listed data and work with local communities to tailor when necessary.
- B. Ensure national data and scientific findings on SHS are readily available and user-friendly for communities.

1. Coordinate with TPRC to ensure resources such as the California EPA summary and NCI monograph findings are available to contractors in a user-friendly format.
 - a. Meet with TPRC to discuss contractor/partner needs, these resources, and how dissemination of this information fits into their current scope of work.
 - b. Identify the extent to which these resources will be addressed in training opportunities (see Training and Technical Assistance section).
 2. Through ongoing SHSCAP activities, identify and forward new scientific findings to TPRC for ready contractor access.
 3. Work with TPRC to identify the best way to conduct searches for scientific information requested by contractors but not available in current resources.
 4. Through ongoing SHSCAP monitoring, offer DOH staff recommendations for future studies to fill gaps in existing SHS science literature.
- C. Work with DOH staff and statewide partners to collect *new data* to support SHS policy and awareness activities.
1. Collect data (if available) and testimonials from Washington State businesses that have realized positive outcomes from going smoke free.
 - a. Work with DOH staff, contractors, and partners to identify key individuals/businesses to interview regarding their experience.
 - b. Secure data and testimonials from those interviews.
 - c. Compile findings for use in materials, trainings, and technical assistance activities to help make the case for going smoke free.
 - d. Disseminate findings to partners and contractors statewide.
 2. Coordinate with DOH evaluation and contract management staff, cross cultural work group, contractors, and statewide partners to offer input into SHS-related topics in the upcoming assessment of diverse communities.

The following recommendation will not be included in the current Scope of Work but is considered a high priority for future work conducted by SHSCAP. Need for this recommendation was supported by input received from DOH staff, contractors and state partners during the review process. This decision to postpone its inclusion in the current scope was made due to the limitations of current available resources. A proposal to secure additional funds has been submitted and if received, SHSCAP envisions integrating into the existing plan.

3. Collaborate with DOH evaluation staff, BREATHE, and the Group Health Community Foundation to conduct a statewide assessment of policy maker/opinion leader attitudes, barriers, and facilitating factors regarding smoke free ordinances.
 - a. Convene planning process with DOH staff, contractors, and partners to outline the study content and methodology (e.g., who will be interviewed, what questions will be asked, how findings will be reported, etc.).
 - b. Administer subcontracts to ensure work is completed.
 - c. Compile findings for use in materials, trainings, and technical assistance activities to help make the case for going smoke free.
 - d. Coordinate dissemination of findings to contractors and partners statewide.

II. Awareness and Education

For this plan “awareness and education” refers to efforts for contractors to use in their communities in order to educate key audiences about SHS to support the advancement of local policy.

Research Findings: In the research, local contractors expressed a strong need for tools and information to create awareness and educate audiences about SHS in their communities. They felt that education was a critical first step before policy change would be feasible. The existing statewide media campaign provides a strong foundation for this education. What contractors feel is necessary is a way for them to localize and tailor educational activities and materials. Advancing policy is the purpose behind all education and awareness efforts.

The tactics recommended in this section of the plan are designed to bridge from the statewide existing media campaign to the individual needs of the local contractors. It is also important to note that these new proposed community level activities would not compete with existing educational initiatives at the local level that are currently being implemented by contractors. Instead, they would be available to augment those efforts where they exist and would also fill the educational gaps that contractors noted in the SHSCAP needs assessment.

These educational efforts will need to be closely coordinated with the firms that are responsible for the existing SHS mass media and media advocacy work. In some cases, recommended tactics may be executed by the contractors that are already charged with the statewide education campaign. SHSCAP views its role as bridging from the statewide efforts to the local work in an effort to ensure local contractors around the state have the on-the-ground tactics and support required to meet their SHS education and policy change goals.

Recommendations: Due to the nature of the following recommendations and the current resources available SHSCAP recommends creating the foundation for these activities, but acknowledges that some of this work may continue and be expanded upon during the next SOW. With that in mind, SHSCAP recommends conducting the following public education and awareness activities:

- A. **Contractor Tactics.** Contractor education tools are designed for use at the local level. It is important that local contractors have the tools, messages, and materials to create a successful campaign in each of their communities. Research results show contractors need and want easy-to-use, customizable tools to create awareness and educate the public and business owners about SHS in their own communities.
 - 1. **Education and Policy Kit:** Based on our past experience and on best practice research, we recommend developing a Education and Policy Kit for all contractors to use in their community-based campaigns. This kit would not be meant to replace the contractors’ current tactics and plans; rather, it would be used to enhance their program. (See the policy section for details about the policy portion of the kit.) The kit would be available electronically and accessible on the web. Trainings would be provided to familiarize

contractors with the kit. A variety of methods would be used for the trainings and venues, including conference calls, regional meetings, etc. The following is a description of the development process and components of the Education portion of the kit:

- a. Research & Planning. Prior to its development, a list of key informants, including DOH staff, contractors and partners, should be created. These key informants would be used as a sounding board during the development process. Also, conduct a materials audit to identify existing components (already created by the state, contractors, or national resources) of the kit and pieces.
- b. Education and Policy Kit Audiences. The kit elements will be designed for contractors to use to address the needs, issues, and concerns of several specific audiences, including business owners (restaurants, bars, landlords, entertainment, etc.), youth, policy-makers, and multi-cultural groups.
- c. Kit Elements. The elements of the kit will give contractors the tools to educate key audiences and promote SHS work to the community and the media. All elements will be customizable so each individual contractor can include local and contact information. The kit will contain the following elements:
 1. Directions. Kit directions will be included to give explanations and descriptions of the kit elements and a simple calendar of recommended outreach efforts.
 2. Graphic Standards. The Kit will develop graphic standards that will bridge with existing statewide SHS media efforts. These standards will describe the sizes, colors, and fonts used so all contractors, state partners and, DOH will be able to convey a consistent SHS message.
 3. Media Kit. The media kit is a package of information designed especially for the local reporter audience and will include:
 4. Fact Sheet Template.
 5. Feature Story or Opinion/Editorial; and
 6. News Release Template.
 7. Talking Points. Talking points and key messages will be created to ensure consistency among contractors and throughout the state. Key messages will be developed in conjunction with the existing statewide campaign.
 8. How-To Guides. How-To Guides will be created to inform the contractor about media relations, marketing, and policy, including “do’s and don’ts,” brief examples, and how to use them in conjunction with the Education and Policy kit.
 9. Dining Guide. SHSCAP is not recommending putting a great deal of resources towards this area due to future uncertainty, however a template will be included in the Education and Policy Kit for contractors wishing to create their own.
 10. Collateral Materials. Customizable collateral materials will be created for local contractors and will be available in the kit and through the statewide warehouse. Materials will be appropriate mirrors to statewide campaign collateral. Items could include simple brochures, flyers, etc. The brochures and flyers will use

information and statistics about secondhand smoke, with space for contractors to add local information and contacts. The contractors could print the materials in-house or order them from the statewide warehouse.

11. Education and Policy Kit Distribution. A strategy will be developed to distribute the kit.

B. Local Audience Tactics. In the needs assessment, local contractors rated “increasing awareness about SHS” and “mobilizing community action around SHS” as very important to their efforts. We also heard how important it was to make this topic relevant to individual communities and audiences, due to diverse needs in different parts of the state and in urban vs. rural communities.

We know that many of the contractors are already implementing general public outreach that has been successful in many cases. Therefore, we recommend conducting an audit of tactics already being used by local contractors. Then, a final plan can be built from this audit together with recommendations made below and consideration of existing DOH SHS public outreach resources. All tactics recommended in this plan are meant to form the bridge between the existing statewide education campaign and educational efforts that local contractors are implementing. Any work done in this area would need to be closely coordinated with the existing statewide education efforts to ensure brand consistency and overall educational strategy consistency. Again, other contractors might conduct this work.

1. Media Advocacy (media relations). Media advocacy tactics referenced here are intended to be implemented at the local level and would coordinate with any existing statewide media advocacy efforts. Tools for local contractors to use are outlined in the Education and Policy Kit tactic under Contractor Tactics. Support for contractors could be provided by either the contractor handling statewide media advocacy efforts or by SHSCAP, whichever is deemed most appropriate. Local media advocacy efforts could include:
 - a. Quarterly news release. Create, distribute, and personally follow-up on a news release to local media each quarter. Tactics and events listed below (such as poster contest winners and special events) can spur news releases in addition to new research on SHS, and local policy action related to SHS.
 - b. Editorial board meeting. Schedule editorial board meetings with local newspapers to discuss the issue of SHS and related local policy issues. Local contractors would lead each meeting. Walk editors through the media kit and provide several examples of why SHS is a critical health issue affecting the community. Also discuss several possible story angles that could educate the public about SHS.
 - c. Submit Opinion/Editorial piece. Following an editorial meeting, encourage editors to write about the SHS issue. If action is not taking place, local contractors should submit an Op/Ed piece (one provided in the kit) to their local editor(s).
 - d. Pitch feature stories. Success stories about individuals who stopped smoking to protect those around them are great opportunities for feature stories in the media. Establish a system for collecting these stories through signage and note cards in contractor offices and on the Web site.

2. **Business Owner/Employee Campaign.** This tactic creates SHS awareness for business owners to encourage them to go smoke-free as well as to engage their employees on the topic of SHS. We will give business owners information about the positive economic impact of going smoke-free, success stories, health benefits, and support resources for helping them accomplish the task. There will be significant overlap/coordination between this education and awareness element and activities conducted under the policy heading. For interested businesses, the employee piece could include:
 - a. Providing collateral that businesses could give to employees about SHS.
 - b. Having local contractors give a standardized secondhand smoke presentation to interested businesses.

C. **Multi-Cultural and Disparities.** SHSCAP will weave cultural competency throughout each of the topical areas included in the comprehensive plan. In order to do this effectively, SHSCAP recommends implementing a planning process in alignment with the Cross Cultural Work Group (CCWG) and other groups where appropriate to solicit input and feedback on a regular basis, including the initial design. This may include:

1. Attending appropriate meetings,
2. Participating in conference calls; and
3. Attending trainings and/or workshops where disparity topics are featured.

Multi-cultural and disparities outcomes are likely to come into fruition during the next SOW.

III. Policy and Enforcement

For this plan, “policy and enforcement” refer to opportunities to advance regulatory and voluntary policies at the local level, to understand state level policy activities, and to encourage improved enforcement of existing and future state and local policies.

Research Findings: Contractors and partners indicate that SHS work is only one aspect of the variety of tobacco prevention activities they coordinate. In addition, local policy change is a new area of focus for many contractors. For this reason, coordinated awareness activities and ready access to information, quality materials, and user-friendly how to guides will help advance policy goals efficiently and effectively. During the SHSCAP needs assessment, contractors and state partners indicated a wide array of needs with regards to policy and enforcement, including:

- A. A strong call for additional education and awareness activities that draw attention to SHS and set the stage for local policy change. These efforts should complement statewide media efforts, include opportunities for local tailoring, and target the following populations:
 1. General public.
 2. Business owners.
 3. Policy makers and opinion leaders.
- B. A desire to know more about how to effectively advance policy goals at the *local* level, with specific requests for:
 1. Best practice research.

2. Information about what other communities are doing in the realm of SHS.
 3. Information about current SHS enforcement entities and how to improve enforcement levels.
- C. Requests for additional information about enforcement, including:
1. Which entities are currently charged with enforcement of current laws; and
 2. How to influence enforcement at local and/or state levels.
- D. Clarity regarding state-level policy activities, with specific questions regarding:
1. How to learn more about what is happening with SHS in the legislative arena; and
 2. How to know what activities contractors are allowed to conduct as state employees.

Recommendations: In response to these research findings, SHSCAP recommends conducting a variety of strategies in the realm of policy and enforcement. These activities include increasing awareness about the issue of SHS to set the stage for policy change; providing information and materials to advance policy goals; coordinating a centralized repository for smoke-free policies statewide; providing information, materials, and services that support enforcement goals; and offering information and training regarding statewide policy issues.

- A. In response to the TPC Program's request (and supported by contractor feedback in the needs assessment), SHSCAP recommends designing a web-based central repository for SHS policies and ordinances statewide. The database project will include the following steps:
1. Work directly with local contractors and state agencies (DOH, Department of Transportation, Department of Labor) to collect policies for private businesses with 50 or more employees, as well as all coded public policies, rules, and regulations that cover public tobacco use including smoking restrictions, ventilation requirements, littering rules (re: tobacco), and other related policies.
 2. Compile findings into a searchable database.
 3. Include the database as a link on one of the existing websites used as a resource by contractors.
- B. Coordinate contractor, public, business, and policymaker awareness and education activities as outlined in the Awareness and Education section of this plan. These activities will help develop a solid community-based focus on SHS issues from which to build effective policy change efforts. They will be thoroughly coordinated with state-level media activities and may be conducted by current media contractors, by the SHSCAP team, or a combination of the two entities. See the Awareness and Education section of this plan for detailed activities.
- C. Work with appropriate partners to develop the Policy component of the Education and Policy Kit. Development of the kit will include the following steps:
1. Plan the kit. A planning process involving DOH staff, contractors, and partners to determine the most appropriate format and content of the kit.
 2. Define audiences. Audiences for the elements of the kit will be tailored according to the planning process, but will likely include strategies for contractors and partners to influence:
 - a. Local policy makers and opinion leaders.

- b. Business owners.
 - c. The general public (including youth).
- 3. Prioritize policy topics. Policy focus areas will be prioritized through the planning process but may include promoting smoke free policies in:
 - a. Restaurants.
 - b. Bars.
 - c. Multiple unit housing.
 - d. Community events (fairs, etc.).
 - e. Parks.
 - f. Ferries.
 - g. Other locations.
- 4. Design the kit. Components of the kit will be tailored according to the planning process, but may include:
 - a. Customizable *fact sheet templates* for use with different audiences that include data, testimonials, and success stories about businesses that have gone smoke-free (customized to Washington State whenever possible). See the Data section of this plan for further elaboration of this content.
 - b. Pertinent *science and information summaries* that support local policy efforts. See the Data and Science section of this plan for more detail.
 - c. Step-by-step *action plans* for advancing policy in the locations listed above. Action plans will:
 - i. Be developed for the highest priority topics first.
 - ii. Identify the need and background information regarding each priority topic, such as:
 - 1. What we know about the target population for this policy issue and what messages they respond to.
 - 2. What opportunities and barriers exist to influencing policy in this arena.
 - 3. What is being done at the state level or in other communities to address this topic, etc.
 - iii. Be based upon existing materials wherever possible (e.g., through Americans For Nonsmokers' Rights, etc.).
 - iv. Offer tips based on best practice or case study research for how to approach these activities in different types of communities (e.g., urban-vs-rural, etc.).
 - v. Be designed for easy interpretation and immediate implementation.
 - d. *Model policies and ordinance templates* that can be customized for use at the local level.
 - e. *Case studies* about other communities that have successfully advanced policy change in a given area—an overview of what to do and what to avoid.
- 5. Provide training. Contractors and partners will have the opportunity to receive training on how to effectively use the Education and Policy Kit. See the training and technical assistance section of this plan for more detail on how these activities will be conducted.

- D. Provide information, materials, and training/technical assistance that help contractors and partners advance SHS Enforcement at local and state levels.
1. SHSCAP recommends working with appropriate partners to develop an enforcement component of the Education and Policy Kit. The kit will include the following elements:
 - a. A brief summary of entities responsible for enforcement of current state laws and regulations.
 - b. Step-by-step action plans for increasing enforcement activities at the local level.
 - c. A brief overview of strategies to include enforcement considerations in the development of new local policies and ordinances.
 - d. Training on how to effectively utilize this component, as described in the Training and Technical Assistance section of this plan.

The following recommendation would be explored during this SOW permitting resources allow for such activity and would feed into the next SOW:

2. SHSCAP also recommends exploring the possibility of establishing a statewide phone or web-based “help line” concept to encourage understanding of enforcement issues and to triage enforcement concerns to the entities responsible for responding to them. This process would potentially include:
 - a. Conducting meetings and/or conference calls with stakeholders to assess the value of such a service.
 - b. Researching whether similar projects have been undertaken elsewhere.
 - c. Assessing cost and logistical considerations for implementing it.
 - d. Presenting a set of recommendations based on those findings.
- E. Coordinate with partners such as BREATHE, ALA, TPRC, or others to provide information, materials, and training/technical assistance on statewide SHS policy issues. This work may be conducted by SHSCAP, the above-listed partners, or a combination of these entities. We suggest integrating the following items as a statewide policy component of the SHS Information and Policy Kit:
1. An information sheet explaining the current understanding of preemption in Washington State and how it impacts local activity. This information sheet may include references to:
 - a. The legal assessment commissioned by BREATHE.
 - b. An explanation of how a local community might challenge preemption in attempting to establish local ordinances.
 - c. Resources that communities could use if they wished to challenge preemption locally.
 2. An overview of the ways local contractors and partners can easily monitor current SHS legislative activity.
 3. A summary of activities that state-funded employees can and cannot conduct with regards to education and advocacy for statewide SHS legislative efforts.
 4. Training regarding these components (provided as outlined in the Training and Technical Assistance plan).

IV. Training and Technical Assistance

For this plan, “training and technical assistance” refer to activities that would train and assist TPC staff, state partners, and contractors to advance SHS prevention, specifically in the realm of policy and enforcement. These activities could take on several different forms and may be conducted by SHSCAP, TPRC or a combination of both.

Research Findings: Research with key informants, contractors, and state partners has shown that they need and would value training and technical assistance opportunities that support their SHS activities.

- A. Audience. The majority of people indicated that contractors themselves were the number one population that would like to receive more SHS training. They also identified grassroots activists and policy makers as benefiting from training.
- B. Location. An overwhelming majority of people, including those who responded to the TPRC/SHSCAP needs assessment survey, said that they prefer trainings to be conducted regionally and technical assistance to be onsite and/or at statewide events.
- C. Topics. The top two areas identified as priorities for more training were policy/enforcement and community education/mobilization.
 - 1. Community education/mobilization. Contractors acknowledged the importance of policy advocacy; however, several of them mentioned the overwhelming need to educate their communities first to assist in making policy work more effective. Therefore, contractors asked for training on how to educate and then mobilize their communities.
 - 2. Expressed needs within policy and/or enforcement training/technical assistance included more training on the following:
 - a. State Issues:
 - i. Preemption, including recent findings from the legal assessment conducted by BREATHE.
 - ii. How to monitor state legislative activity regarding SHS.
 - iii. Clarity on what contractors can and can not do in regards to legislative education and advocacy.
 - b. Local Issues:
 - i. Data that makes the case for local policy change.
 - ii. How to develop local policies.
 - iii. How to work with media and local policy makers.
 - iv. Success stories from other communities.
 - v. How to weave enforcement into policy development.
- D. Technical assistance. The need for technical assistance emerged into two distinct themes:
 - 1. Immediate need. Brief, targeted technical assistance.

2. Long term assistance. Responses indicated that several contractors were able to foresee a need for ongoing, more in-depth technical assistance on more complex topics.
- E. Additional training. As a result of needs identified by contractors within this plan, additional training may be necessary.

Recommendations: As a result of the needs identified above, the SHSCAP project recommends conducting the following training and technical assistance activities and/or strategies:

- A. Contractor training modules. In order to meet the above-listed needs and working closely with TPRC, SHSCAP suggests module-type trainings. Benefits of this type of training would include allowing for flexibility (i.e. a module could be offered as a part of a larger series but could also stand on its own) and giving the attendee the option of more in-depth participation.

1. Format/location:

- a. The format of these training sessions would closely resemble that of a workshop or session that one would attend at a conference. They would be educational in nature with specific measurable goals and objectives for each module. There would be three basic formats to choose from:
 - i. 1 hour training.
 - ii. ½ day training.
 - iii. Full day training.

This type of formatting allows for flexibility (i.e., Modules could be added together to allow for more in-depth training on the same topic or on different topics. In addition, full day modules could be added together to create two-to-three-day summit type events). SHSCAP would be responsible for creating each module and would work closely with TPRC to ensure seamless communication.

- b. In response to contractor preferences, training modules would occur during three main venues:
 - i. Quarterly contractor conference calls.
 - ii. Regional meetings.
 - iii. Statewide conferences.
- c. Logistics. As previously mentioned, SHSCAP would collaborate with TPRC to ensure seamless coordination. TPRC would be responsible for setting up training logistics. This coordination may include but would not be limited to:
 - i. Training locations (room rental, fee negotiation etc.).
 - ii. Arranging for speakers if determined necessary.
 - iii. Disseminating information announcing trainings.

2. Topics. SHSCAP recommends two phases of module development:

- a. Phase 1. To start SHSCAP recommends developing training modules on the topic areas that were identified in the needs assessment process

specifically to occur on every component of the Education and Policy Kit and would include:

- i. Community education/mobilization.
 - ii. Policy/enforcement.
 - b. Phase 2. Additional topic areas would be added to create modules that would further meet needs as they arose. These may include the following:
 - i. Modules that would support new DOH TPC developments.
 - ii. Modules that could provide an opportunity for contractors and state partners to share with one another about SHS activities they are conducting including how others might benefit and/or use them in their area.
3. Schedule. SHSCAP recommends the following schedule for conducting training modules:
 - a. SHSCAP will host two to three regional training modules during the 03-04 calendar year.
 - b. SHSCAP will host at least one training module during the Yakima Summit in the year 2003.
 - c. SHSCAP will host at least one training module during the Annual TPC conference in the year 2004.
 - d. SHSCAP will schedule additional training modules to be hosted as deemed appropriate by DOH and TPRC.
 - e. As the program grows and needs increase, more modules will be added to the above schedule.

B. Opportunities for SHS technical assistance would include but not be limited to:

1. Immediate technical assistance. Based on the need to have quick help, SHSCAP suggests a method delivered by email or phone-possibly a link from the TPC website. Some examples of immediate need requests might include but not be limited to:
 - a. Help finding a particular data point for use in a presentation or media interview.
 - b. Assistance with finding evidence from scientific studies that support their case to a local business.
 - c. Quick access to a “success story” that will support their efforts.
 - d. Help finding a speaker for an upcoming SHS event.
2. Long-term technical assistance. Based on needs expressed by contractors, SHSCAP suggests creating long-term, in-depth technical assistance. SHSCAP would collaborate with TPRC to streamline requests for all tobacco-related technical assistance through one entry point (TPRC website or other path) to ensure appropriate allocation of resources across all contractors. At the same time, we suggest that all SHS technical assistance requests be channeled directly to SHSCAP to determine feasibility to meet the request and to centralize SHS support services in one location. This work may be conducted by SHSCAP, TPRC or a combination of both. Examples of this could include but would not be limited to:

- a. Assistance with local SHS summits.
- b. Setting up a pilot SHS policy program in a community. Pilot projects would be developed on a case-by-case basis but could include examples such as a focused effort to pass a city-wide clean indoor air ordinance or establish smoke-free parks throughout a particular community.
 - i. Identifying communities that are potentially interested in being a pilot city.
 - ii. Working with potential cities to develop an action plan.
 - iii. Aligning efforts with statewide partners such as BREATHE and the Legal Assistance Center to bring the developed plan to fruition.
- c. Working with a particular community on challenging initiatives (e.g. convincing a city council to adopt smoke-free park policies).

V. Statewide Resources

For this plan, “statewide resources” are considered to be tools that would serve DOH, state partners, contractors, and others conducting SHS activities on a statewide level. Additional resources to advance SHS work at the local level would be identified in other sections of this plan.

Research Findings: Contractors and partners expressed marked interest in several tools that they felt would support SHS efforts at both state and local levels. Specific tools requested include:

- A. Statewide listings for policies, housing and dining/entertainment venues.
- B. Ability to access SHS activities occurring statewide and locally. Contractors strongly expressed a need to learn more about what other communities are doing and how to best use that information to expand their own SHS efforts. This sentiment was also echoed by statewide partner agencies.
- C. Central location for SHS materials and information. One recurring theme from all key informant interviews, surveys and contractor meetings was the desire to have a centralized repository of SHS materials and information. Contractors wish to have quick and easy access to a variety of materials that support different SHS activities in the areas of:
 - 1. Awareness.
 - 2. Policy/enforcement.
 - 3. Science/data.
 - 4. A variety of audiences including but not limited to:
 - a. General public.
 - b. Business owners (restaurant/bars, landlords, etc.).
 - c. Policy makers.

Recommendations: As a result of the research findings, the SHSCAP project recommends conducting the following activities:

- A. Statewide registries. SHSCAP recommends creating a registry that would capture statewide SHS information, specifically in the following arenas:
 - 1. Policies. A compilation of local/statewide, voluntary/regulatory, public/private (see section III. Policy/Enforcement for a description of recommendations for this resource). SHSCAP will build on existing databases of partner agencies such as BREATHE and ANR.
 - 2. Housing. This area would be explored in detail and would include researching other states' smoke-free housing, potential costs and outcomes and would culminate with more specific recommendations for the next SOW. state. Again, SHSCAP would work closely with local communities that have already begun this process and would adopt similar formats where appropriate (this possibility would require further exploration for cost, benefit, and feasibility of conduction under the SHSCAP project).
 - 3. Dining/Entertainment: Given input during the review process SHSCAP is suggesting creating a template for smoke-free dining that would be accessible in the Education and Policy Kit.
- B. Statewide inventory of SHS activities. In response to the large majority of contractors who expressed this need, SHSCAP suggests creating a database that would allow contractors to learn more about SHS activity within the state. Special features of this database would include but not be limited to:
 - 1. Searchable database. This function would allow contractors to be able to search online and learn more about what other communities are doing; stay in the loop with regards to policy and statewide projects; work together to advance SHS goals; and replicate successful projects and activities.
 - 2. Drop-down menus. Brainstorming yielded the suggestion to include a drop-down menu feature describing various SHS efforts. Several contractors expressed interest in this feature.
 - 3. Coordination with DOH. While SHSCAP recognizes that much of this information may be present in contractor work-plans captured in CATALYST, research suggests that additional data needs to be included to make this information most useful. Proposed steps include:
 - a. Initial inventory. Asking contractors to submit to SHSCAP any SHS activities that are not readily identified in their CATALYST reports. At a minimum this submission would include a quarterly update of any new SHS activities or materials.
 - b. Integration with existing DOH website offerings. SHSCAP will work closely with DOH, including its media campaign to ensure seamless coordination (see section IV for more information on this function).

- C. Centralized repository of SHS materials and information. SHSCAP suggests ongoing collaboration with TPRC to integrate SHS materials and information needs into the development of their tobacco prevention warehouse and scientific information functions. SHSCAP can help to identify high priority items for inclusion in these resources and can channel newly developed resources (e.g. kit items, awareness collateral, etc.).

VI. Coordination Function

For this plan, “coordination function” refers to supporting all of the work being conducted in the SHS arena within the state of Washington. It includes working together in a collaborative fashion to ensure that DOH, state partners, and contractors are aware of what others are doing as well as any possible resources and tools that would allow them to do their work more effectively.

Research Findings: DOH staff, statewide partners, and contractors clearly indicated the need for seamless coordination and communication amongst entities working on SHS issues. The most prominent themes were people wanting to:

- A. Gain ready access to information and resources that will make their work more efficient and effective.
- B. Learn from what others have done.
- C. Collaborate with others to extend resources and reach.
- D. Know about other state and local SHS activities to ensure complementary and not duplicative efforts.
- E. Share their experience and expertise with others.

Recommendations: As a result, SHSCAP recommends a variety of long-term coordination functions that would help meet these identified needs:

- A. Coordinate with TPC staff and state program contractors. SHSCAP will have ongoing communication with:
 - 1. TPC staff (contract managers, evaluation/epidemiology, media).
 - 2. State program contractors (TPRC, proposed legal assistance project) to ensure seamless communication and promote synergies that will advance SHS goals.This communication may take the form of but not be limited to:
 - a. Periodic in-person meetings.
 - b. Phone conferences.
 - c. Email exchanges.
 - d. Quarterly conference calls.

- B. Continue quarterly conference calls with contractors and partners. Goals of these conference calls would include but not be limited to:
 - 1. Share SHSCAP progress.
 - 2. Introduce new information and resources.
 - 3. Provide policy and other updates.
 - 4. Allow participants to share information, ideas, and resources with others.
 - 5. Brainstorm solutions to challenges.
- C. Continue gaining input from an advisory group for the SHSCAP project. This advisory group would commit to conference calls or meetings every 4 months or as needed to refine progress towards SHSCAP goals and to offer input into the development of new strategies, materials, and dissemination channels. Representatives would include but not be limited to:
 - 1. DOH TPC program staff.
 - 2. Local contractors.
 - 3. Representatives of special populations, including members of the Cross Cultural Work Group.
 - 4. Statewide partners (e.g., BREATHE, American Lung Association, etc.).
- D. Develop and launch a SHSCAP website. The SHSCAP website would serve to compile all statewide resources that support contractors and partners in their SHS work. It would include but not be limited to the following characteristics:
 - 1. Easily accessible from an existing site. After much discussion during the review process SHSCAP is suggesting that this site be hosted by the secondhandsmokesyou.com site.
 - 2. Links from the weekly newsletters.
 - 3. A searchable database of statewide SHS partners and activities.
 - 4. A calendar of SHS related events.
 - 5. Updates on policy issues.
 - 6. Link to the searchable policy database.
 - 7. Links to training and TA resources (coordinated with TPRC).
 - 8. Links to media project messages, calendars, and resources (coordinated with the media project).
 - 9. Links to online resources and materials (coordinated with TPRC).
 - 10. Links to significant state and national web resources for SHS.
 - 11. SHSCAP project plan and progress.
 - 12. Other priority topics.
- E. Design and distribute a bi-weekly or monthly email alert. These alerts, sent to all contractors and statewide partners working on SHS activities, would include brief, bulleted captions that highlight:
 - 1. New SHS activities.
 - 2. Resources.
 - 3. Information at local, state, and national levels.

Each alert would concisely describe the program update, resource, or information and provide a link to the SHSCAP website (see above) for more detailed information and related links.

- F. Attend regional meetings, state and national conferences, and special events as possible. An important aspect of SHSCAP's coordination function will be to have regular in-person contact with contractors and partners to ensure the ongoing identification of support needs and to build key relationships that will foster long-term success. As a result, SHSCAP staff will attend regional meetings, state and national conferences, and special events as possible.
- G. Document the model. Another key coordination activity will include ongoing documentation of the SHSCAP model, outcomes, and refinements to share with DOH program staff and with other states wishing to implement similar programs.

Evaluation

SHSCAP will conduct thorough and thoughtful evaluation procedures that build on and utilize the existing DOH evaluation plan that identifies data collection methods and issues, and describes how and when progress will be measured. This will include:

- A. Working with DOH epidemiology staff.
- B. Consulting with evaluation experts.
- C. Collecting baseline data.
- D. Developing measurable goals and objectives that are in alignment with those of DOH's Tobacco Prevention and Control Program as well as those of Healthy People 2010.
- E. Building evaluation techniques into plan tactics
- F. Testing materials with target audiences; and
- G. Documenting progress in all areas.

Appendix A

The initial comprehensive plan developed was all-inclusive and the fact that resources are limited the recommendations required a process in which to prioritize them for the final plan.

The following activities were implemented in order to prioritize recommendations:

1. DOH written feedback. Various staff within the Department of Health's Tobacco Prevention and Control Program provided written feedback on the comprehensive plan to SHSCAP.
2. May 9, 2003 DOH Meeting. After processing the written feedback, three representatives from SHSCAP met with DOH TPC staff in Olympia. SHSCAP facilitated a detailed discussion around each of the topic areas to provide clarity, provide an additional opportunity for DOH staff to offer input and further prioritize recommendations.
3. May 12 and 13, 2003 Contractor Meetings. SHSCAP extended an invitation to all community contractors and state partners to attend one of two regional meetings to offer feedback on the comprehensive plan. The May 12 meeting in SeaTac was attended by 14 contractors/state partners while the Spokane was attended by 10 contractors/partners. The goals of these meetings were as follows:
 - a. To provide the results of the needs assessment phase conducted by SHSCAP.
 - b. To provide an opportunity for contractors to view the initial draft of the comprehensive plan; and
 - c. To assist SHSCAP in the prioritization process of recommendations to be include in the final comprehensive plan.
4. IAC Meeting, May 22, 2003. As a final step in the review process, SHSCAP attended the Implementation Advisory Committee (IAC) meeting in SeaTac and presented the draft of the comprehensive plan in the same format as above.

The results of all of the information accumulated during the review process has been synthesized and incorporated below under the comprehensive plan topical areas listed below. For uniformity, each topical area contains a section (a.) on key themes that emerged during the review process, including as well as a section (b.) on how the comprehensive plan is addressing those issues.

- I. Data & Science
 - a. Key themes:
 - b. How we have addressed these concerns in the plan:
- II. Awareness & Education
 - a. Key themes:
 - b. How we have addressed these concerns in the plan:
- III. Policy & Enforcement
 - a. Key themes:
 - b. How we have addressed these concerns in the plan:

IV. Training & Technical Assistance

- a. Key themes:
- b. How we have addressed these concerns in the plan:

V. Statewide Resources

- a. Key themes:
- b. How we have addressed these concerns in the plan:

VI. Coordination Function

- a. Key themes:
- b. How we have addressed these concerns in the plan: